



# HEADQUARTERS, EMPLOYER SUPPORT OF THE GUARD AND RESERVE (ESGR) INSTRUCTION 1250.51

## ESGR OFFICIAL LOGO AND USAGE GUIDELINES

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**Originating Component:** Strategic Communication and Public Affairs

**Effective:** December 13, 2016

**Releasability:** Cleared for public release. Available on the ESGR Member Management System (MMS).

**Reissues and Cancells:** ESGR Instruction (ESGRI) 1250.51, "ESGR Official Logo and Usage Guidelines," August 23, 2011

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**Purpose:** This instruction establishes the official ESGR logo (Enclosure 1) and policy and procedures regarding its formatting and use.

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## SECTION 1: GENERAL ISSUANCE INFORMATION

**1.1. APPLICABILITY.** This issuance applies to Headquarters ESGR (HQ ESGR), State Committees (SCs), and all volunteers or other stakeholders who use the ESGR or Department of Defense (DoD) logos in an official capacity.

**1.2. POLICY.** It is ESGR policy to:

Implement proper use of its logo for branding purposes, which are:

- (1) The official ESGR logo will consist of the logo attached in Enclosure 1.
- (2) This logo must be used in all official business concerning ESGR.
- (3) Make known that the logo is the property of the U.S. Government, is protected by law from unauthorized use, and must be considered FOR OFFICIAL USE ONLY (FOUO).
- (4) Ensure the logo be used only against a white or clear background. The official Pantone Matching System (PMS) color standards for the logo are red (PMS 185) and blue (PMS 287).
- (5) Make understood that there is NO optional graphic that may represent the organization. No other forms of the logo are authorized for any use. Use of logos that deviate from the official logo is strictly prohibited, and any existing logo designs that deviate from the official logo shall be destroyed.
- (6) Information such as the nation-wide telephone number or website address may be placed below the logo, but are not and cannot be a part of the logo design.
- (7) ESGR SC-specific information and/or designs may not be combined with the logo.
- (8) Non-profit affiliates of ESGR SC may use the logo upon approval of specific request by the ESGR Executive Director, Deputy Executive Director, or their designee.
- (9) Specific guidelines for logo usage on ESGR products are provided through Section 3 below.

## **SECTION 2: RESPONSIBILITIES**

### **2.1. HQ ESGR**

HQ ESGR shall:

- (1) Provide guidance and oversight concerning logo usage.
- (2) Provide the logo to ESGR SC members, volunteers, and any external organization for authorized use.

### **2.2. ESGR SC CHAIRS**

The ESGR SC Chairs shall ensure proper compliance with this ESGRI.

## SECTION 3: PROCEDURES

### 3.1. PURPOSE

The purpose of this branding instruction is to establish guidelines for use and recreation of the ESGR brand logo and to ensure uniform placement and use of the brand. This visual identity instruction exists to assist all ESGR staff and volunteers in using the logo and its associated marks and graphics correctly on publications, stationery, business cards, signs, graphics, media, television, and with all groups and individuals with whom ESGR communicates.

- a. **Trademark Protection.** All ESGR trademarks (the logo, names, and seal) are the property of the Federal Government. Federal law requires the use of any trademark be monitored in order to maintain legal claim to that mark. DoD policy requires individual institutions, such as ESGR, to assume administration of their own marks. The rules and procedures included in this visual identity instruction are necessary to protect and administer those marks.
- b. **User's Responsibilities.** Every user of the ESGR trademark is considered a guardian of the program's right to the marks and a guardian of the program's public image. Every user is, therefore, asked to adhere to the standards outlined in this instruction. This includes staff, SC members, all departments, all divisions, businesses, nonprofit organizations, alumni groups, athletic teams, booster groups, printers, and manufacturers – in short, everyone who uses an ESGR mark.
- c. **Logo Versions.** There are no other formats or logo versions that are sanctioned by ESGR other than what is outlined within this instruction. The uses of logos or formats that deviate from this official guidance are strictly prohibited. Any existing documents, promotional items, or printed materials using designs other than what is presented within this instruction must be destroyed.
- d. **Logo Colors.** The core logo incorporates the three elements of color, placement/size, and font to give maximum flexibility to users to build their image within one brand family. A strong visual identity program is important for ESGR to maintain a clear and consistent image before the public. The logo and its associated marks and graphics have been chosen to project the quality the program offers, and it is important they not be altered or used in ways that will reduce their effectiveness or compromise their legal standing.
- e. **Points of Contact (POC).** HQ ESGR will assist with the usage of all marks. Faithful adherence to these guidelines is vital to our efforts to communicate the image of ESGR. The HQ ESGR POC is the Director, Strategic Communication and Public Affairs, or his/her designee.

### 3.2. OFFICIAL MARKS

The official marks include:

- a. ESGR logo

- b. DoD seal

### 3.3. ESGR LOGO

- a. The ESGR logo must have both the initialism (ESGR), with the U.S. Patent and Trademark Office Federal Trademark Registration Symbol (®), and “EMPLOYER SUPPORT OF THE GUARD AND RESERVE” below the initialism. The official colors of the ESGR logo are white, blue (PMS 287), and red (PMS 185). The ESGR logo must be reproduced in these three colors. When a single color is the only option available, utilize the solid blue (PMS 287) and the stars as a translucent color to allow the paper stock to show.
- b. The Arial font was selected for a clean, modern look. The font is freely available to Microsoft and Macintosh users, making it an easy, cost-free choice. Maintaining consistency in the use of the core logo and the various logo extensions is essential in building an easily recognized visual that supports the ESGR brand and identification of the mission.
- c. When using the program’s name in any text, it should be written as “Employer Support of the Guard and Reserve,” always using the word “and” rather than the ampersand (&).
- d. Suggested and recommended usage for the core logo and the logo extensions for most instances are contained in this instruction. Do not attempt to typeset or recreate the logo. It should always be reproduced from camera-ready reproduction artwork.
- e. When using the initialism, always write as follows: ESGR. All letters shall be capitalized and flushed with no spaces in between and no periods after the initials.
- f. Do not write the name in the following manner:
  - (1) E S G R (spaces between letters)
  - (2) E. S. G. R. (periods and spaces)
  - (3) E.S.G.R. (periods)
  - (4) EGR (without “S”)
- g. The logo, shown in Enclosure 1, is designed for use on all stationery, envelopes, business cards, and other forms of visual communication, such as PowerPoint presentations, facsimiles, and memorandums. It may be used alone to represent the program. It must not be altered in any way, and should always be used in the proportion and configuration shown. This logo is always positioned horizontally.
- h. The logo can be used to create graphic elements (e.g., the “Proudly Supporting” graphic) in support of official ESGR mission requirements. HQ ESGR produces and makes available variations of these graphics via the ESGR online Resources Library. Any

concepts or requests for new graphic elements shall be forwarded to HQ ESGR for review and approval prior to their use.

- i. ESGR policy prohibits the use of any ESGR name, trademark, or logo in connection with alcoholic beverages; religious services, goods or artifacts; sexually-oriented goods; toilet seats and the like; burial items; gambling or games of chance; and unfavorable references to the race, sex, national origin, or disability of any person. Any use must meet the standards of quality and good taste as determined by HQ ESGR.

### **3.4. DOD SEAL**

- a. The DoD seal is protected by law from unauthorized use. This seal may not be used for non-official purposes. There is no optional graphic that would represent DoD.
- b. The DoD seal is reserved only for official use such as business identity items, certificates, and other approved representational items.
- c. The DoD seal is reserved as the official symbol for the program, to be used on certificates, other official documents, and for other special purposes as approved by HQ ESGR.
- d. The DoD seal may only be reproduced in full color, blue (PMS 287), black, or stamped in gold or silver foil. When reproducing the DoD seal in the one-color version, use the single-color version that does not have any color fill behind the eagle.
- e. Please refer questions about the appropriate use of the seal to HQ ESGR for coordination with the Office of the Assistant Secretary of Defense for Public Affairs.

### **3.5. OTHER MARKS**

- a. No other marks, logos, or seals are allowed to be associated with the ESGR logo unless approved by the above-mentioned HQ ESGR POC.
- b. The ESGR logo and DoD seal are the only two components of the ESGR identity; it is critical that all DoD Directives relating to the use of the DoD seal are adhered to in full. HQ ESGR has sole approval authority for use of the initialism “ESGR” to ensure it meets DoD standards.

### **3.6. USAGE**

- a. PowerPoint Presentation Format. All PowerPoint presentations must be in the approved format provided in Enclosure 4. No briefing material is to be outside the blue line on the slide. The slide master can be found under the Logos, Templates, Public Affairs folder of the ESGR online Resources Library.
- b. General Publications.

- (1) Each year, ESGR produces brochures, manuals, guides, and other printed materials. It is important that all ESGR publications appear to be part of the same family. The ESGR official logo must appear on all of the publications distributed nationwide.
  - (2) For the logo to achieve maximum impact, it must be kept free from conflicting visual elements. The “area of isolation” is the minimum amount of free space (.25”) that must surround the logo. Do not place type, photos, or any other elements within this space.
- c. Signs. No logo other than the ESGR logo and DoD seal may be used on any awareness sign with the exception of traffic regulatory signs and international directional symbols. The logo standards presented in this instruction apply to any application of the ESGR logo.
  - d. Soft Goods and Novelties. Design standards outlined in this instruction also apply to soft goods, novelties, and promotional items.

### **3.7. DESIGN APPROVAL**

- a. HQ ESGR must approve the quality and propriety of all products carrying marks representative of ESGR. It is the purpose of this provision to prevent the use of the marks on items in a manner that could cause ridicule or embarrassment to the program, or that could jeopardize the substantial goodwill that the program possesses in its marks.
- b. Prior to any production, manufacturers must submit all artwork to the aforementioned POC at HQ ESGR for approval. Samples must clearly show how the logo or marks will be used, and all colors used on the product should be designated. Any changes in the product or artwork must be resubmitted for approval after the changes are made. As guardian of the marks, and to uphold DoD policy, HQ ESGR will determine which items might be offensive to standards of good taste and reserves the right to rescind approval of products that do not meet or exceed quality and propriety standards.
- c. Approval Requirements.
  - (1) The use of any ESGR name, trademark, or logo by any organization, business, or individual must be approved, in writing, by HQ ESGR prior to its use. Copy and design approval are also required for any use. This includes use by all non-business groups or individuals, charities, and other nonprofit organizations. There can be no exception to this rule. The program must monitor every use in order to protect its marks under Federal trademark law and to adhere to DoD policy.
  - (2) The use of any ESGR name, trademark, or logo on any product, or in connection with a manufacturer, wholesaler, screen printer, or any other supplier, must be managed under strict review from HQ ESGR. It is essential that all ESGR- and DoD-marked items be approved prior to production and distribution.



- (3) It is a violation of HQ ESGR policy to alter the ESGR name, trademark, or logo in any way, or to incorporate them, or any portion of them, into the name or trademark of any business or organization without written approval from HQ ESGR.
- (4) The use of any ESGR name, trademark, or logo is prohibited in advertisements and commercials that promote unapproved products, messages, or associations, such as alcoholic beverages, racist platforms, etc. HQ ESGR approval is required for advertisement copy.
- (5) Written authorization and copy approval must be obtained from HQ ESGR prior to any activity that would associate the name, trademark, or logo of ESGR and DoD with those of any business or organization. This includes any association that indicates support for ESGR or any of its programs. The use of the ESGR name, trademark, or logo is strictly prohibited when such use endorses, or will imply endorsement, by the program or Federal Government.
- (6) The use of any ESGR name, trademark, or logo by any organization or individual must be approved in writing by HQ ESGR prior to its use. This includes use by social/networking clubs and organizations, as well as by Federal agencies and/or departments and any informal business or social groups, individuals, or charitable organizations. Written approval must be obtained for each specific use. There can be no exception to this rule. The program monitors every use in order to protect its marks under Federal law and to adhere to DoD policy.
- (7) Resale of ESGR-marked items purchased or produced by any SC, group, or individual is not allowed. Under no circumstance shall the ESGR or DoD brand and/or identity be used for the purpose of profit. Reimbursement at actual SC cost is allowed.
- (8) ESGR-marked items must be purchased from the fulfillment vendor contracted by HQ ESGR. However, if items are required which cannot be procured through the fulfillment vendor, local purchases or production of items by a SC or individual volunteer may be made with prior, written approval from HQ ESGR.
- (9) These rules and procedures are necessary to ensure ESGR compliance with DoD policy and Federal laws, and to ensure fairness and propriety in the use of the ESGR name, trademark, and logo within program guidelines. Please contact the provided POC at HQ ESGR for usage or questions concerning ESGR marks.

## SECTION 4: LOGO Q & A

**Q:** *Where can I get the proper logo?*

**A:** The approved logo formats are available from HQ ESGR staff and via the ESGR online Resources Library. Any SC can use the ESGR logo in adherence to the graphic standards included in this instruction.

**Q:** *Can I use the logo for my own SC or department?*

**A:** The ESGR logo is available for use as a SC, department, or office logo. By adding a title or state name above or below, an individualized logo can be created. This instruction provides helpful standards for consistency.

**Q:** *Can I be creative with the logo?*

**A:** In an effort to maintain brand identity, no creative adjustments, renditions, or versions will be allowed without written approval from HQ ESGR.

## SECTION 5: USE OF ESGR PRINTED MATERIALS AND NAME BADGES

### 5.1. DOD LETTERHEAD

- a. Policy. The use of the DoD seal on letterhead is strictly limited by Reference (c) to “principal activities” of the department, such as the Defense Logistics Agency, the Department of the Navy, or the Defense Finance and Accounting Service. The Office of the Assistant Secretary of Defense (OASD) is considered a principal activity for this purpose and, therefore, all ESGR letterhead that contains the DoD seal must place “OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE” at the top line. The seal may not otherwise be used.
  - (1) HQ ESGR. HQ ESGR is considered an “agency” of OASD-Manpower and Reserve Affairs (M&RA) for purposes of Reference (c). As such, its letterhead shall contain the organizational title and address centered immediately below the principal activity name.
  - (2) SC Letterhead. ESGR SCs are not considered agencies or principal commands of OASD-M&RA. However, due to the nature of their mission, the Assistant Secretary of Defense (ASD) for M&RA has granted special permission for use of compliant letterhead containing the DoD seal. Failure to meet the following requirements in the usage of SC letterhead will result in withdrawal of the privilege.
    - a) When the DoD seal is used, the name of the state must appear immediately above “EMPLOYER SUPPORT OF THE GUARD AND RESERVE” in the header.
    - b) The printing of individual-named letterhead is not authorized.
    - c) The address indicated on letterhead for ESGR SCs shall be a permanent office or military address and not the personal, residential address of any SC member, including the SC Chair.
    - d) An example and the specifications for letterhead are contained in Enclosure 2.
- b. Procurement.
  - (1) ESGR letterhead will be printed on approximately 20-pound, recycled paper obtained from an approved government-printing source. SCs without access to such a provider may obtain their official letterhead through coordination with HQ ESGR.
  - (2) Locally or commercially produced letterhead containing the DoD seal is not authorized.

## **5.2. BUSINESS CARDS AND NAME BADGES**

- a. In order to ensure uniformity, consistency, and program identity, all ESGR business cards and name badges shall be obtained from the HQ ESGR fulfillment provider and conform to the examples shown in Enclosure 3.
- b. The use of military ranks (retired or active duty) are not allowed. The use of academic degrees (e.g., Ph.D.) are allowed.
- c. Business cards and name badges for ESGR-contracted support staff will include “DoD Contractor.”
- d. Titles are limited to those listed in ESGRI 1250.02, ESGR Structure and Operating Procedures.
- e. The use of any symbols, emblems, or logos other than the DoD seal and ESGR logo on is not permitted.

## SECTION 6: ENCLOSURES

### 6.1. ESGR LOGO (ENCLOSURE 1)



### 6.2. SC LETTERHEAD (ENCLOSURE 2)

- a. The DoD seal shall be exactly one inch (1”) in diameter and positioned exactly one half-inch (0.5”) from the top and left edges of the paper.
- b. The header text shall be centered horizontally on the page and aligned to the top of the DoD seal.
- c. The top line shall contain the name of the state in all capital letters (11pt, Arial, bold). The second line shall read “EMPLOYER SUPPORT OF THE GUARD AND RESERVE” (11pt, Arial, bold), and subsequent lines shall contain the SC’s official mailing address in all capital letters (9pt, Arial, bold).
- d. The official ESGR logo shall be centered at the bottom of the page. It shall be exactly three-eighths of an inch (0.375”) from the bottom of the page and shall be no more than one-half inch (0.5”) in height.

e. Sample SC Letterhead.



STATE  
EMPLOYER SUPPORT OF THE GUARD AND RESERVE (ESGR)  
STREET ADDRESS  
CITY, ST 12345-9876



### 6.3. BUSINESS CARDS AND NAME BADGES (ENCLOSURE 3)

#### a. Business Cards.

- (1) Cards shall be of standard size, two inches by three-and-a-half inches (2" x 3.5") and printed on high-quality card stock.
- (2) The DoD seal shall be exactly eleven-sixteenths of an inch (0.6875") in diameter and positioned approximately one-eighth of an inch (0.125") from the top and left edges of the card.
- (3) The official ESGR logo shall be exactly five-eighths of an inch (0.625") in height and positioned approximately one-eighth of an inch (0.125") from the top and right edges of the card.
- (4) The name of the individual shall be centered on the card (11pt, Helvetica, bold). The title and SC shall be centered immediately below the name (7pt, Helvetica). Contact information shall be displayed and positioned as indicated in the example business card below (7pt, Helvetica). Two or three lines may be used.

#### b. Name Badges.

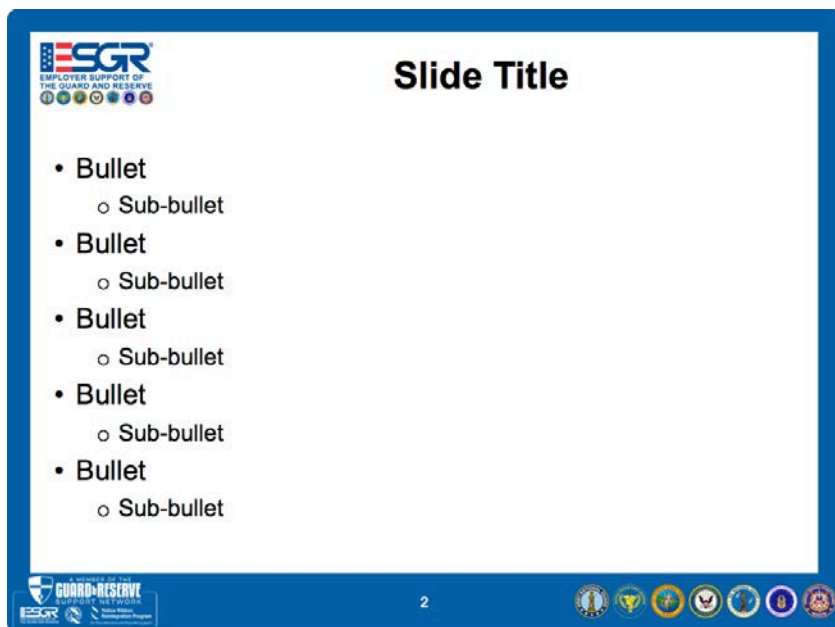
- (1) Badges shall be of standard size, three and three-eighths inches by two and one-eighth inches (3.375" x 2.125") made of high quality, one-sixteenth inch (0.0625") thick engraving stock (white over royal blue).
- (2) The official ESGR logo shall be screen printed in red (PMS 185) and blue (PMS 287), three-quarters of an inch (0.75") tall, centered on the badge approximately one-eighth of an inch (0.0625") below the top edge.
- (3) Line 1 of the badge shall be the engraved name of the individual, centered on the badge approximately one-eighth (0.0625") below the ESGR logo in Helvetica font (font size to vary depending on the length of the name).
- (4) Line 2 of the badge shall be the engraved, ESGR-approved title, centered on the badge approximately one-eighth of an inch (0.0625") below line 1, in Helvetica font (font size to vary depending on the length of the title). If the individual has no title, line 3 becomes line 2.
- (5) Line 3 of the badge shall be engraved with the state with which the individual is affiliated, centered on the badge approximately one-eighth of an inch (0.0625") below line 2, in Helvetica font (font size to vary depending on the length of the name of the state).
- (6) All badges will have a magnetic fastener glued center on the back of the badge (unless substituted with a double military post and clutch fastener due to use of pace maker).

#### 6.4. POWERPOINT SLIDE FORMAT (ENCLOSURE 4)

- a. In order to ensure consistency, all ESGR presentations created in Microsoft PowerPoint shall adhere to the slide template depicted below. The template is available for download via the ESGR online Resources Library under Logos, Templates, Public Affairs.
- b. Title Slide.



- c. Content Slide.





d. Closing Slide.



## SECTION 7: SUMMARY OF CHANGES

Overall, this instruction has undergone significant changes. Readers are encouraged to review the entire document, not just this summary. Throughout this document, many familiar terms have been changed to be consistent with current program alignment and daily operations. Other specific changes are outlined below:

- a. Identified the role of Strategic Communication and Public Affairs in providing oversight and approval of logo usage, variations, etc.
- b. Addressed the creation and approval of graphic elements using the ESGR logo.
- c. Updated OASD-Reserve Affairs to OASD-M&RA.
- d. Changed the policy on the use of military ranks on business cards and name badges in order to maintain ESGR's role as a neutral party in dealing with employers and military members.
- e. Updated letterhead and PowerPoint slide template enclosures.

## **GLOSSARY**

### **ACRONYMS AND ABBREVIATIONS.**

ASD	Assistant Secretary of Defense
DoD	Department of Defense
ESGR	Employer Support of the Guard and Reserve
ESGRI	Employer Support of the Guard and Reserve Instruction
FOUO	For Official Use Only
HQ	Headquarters
M&RA	Manpower and Reserve Affairs
OASD	Office of the Assistant Secretary of Defense
PMS	Pantone Matching System
POC	Point of Contact
SC	State Committee

## **REFERENCES**

- a. ESGRI 1250.51, ESGR Official Logo and Usage Guidelines, August 23, 2011 (hereby cancelled)
- b. Section 701, Title 18, U.S. Code
- c. DoD Manual 5110.04-M-V1, DoD Manual for Written Material: Correspondence Management, October 26, 2010